

AMENDMENTS TO THE CLAIMS

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38. (New) A method for adding content to a personal advertisement over a network, comprising:

providing an interface that enables access to the personal advertisement, wherein at least a portion of content for the personal advertisement is associated with a particular user;

employing the interface to submit additional content for association with the personal advertisement to a service provider for approval, wherein the additional content includes at least one of video or audio ; and

enabling at least one other user to access at least the additional content approved for association with the personal advertisement.

39. (New) The method of Claim 38, further comprising enabling editing of the additional content for the personal advertisement.

40. (New) The method of Claim 38, further comprising enabling submission of at least a portion of the audio for the additional content over a telephone communication link.

41. (New) The method of Claim 38, further comprising providing audio guidance for the submission of the audio for the additional content over a telephone communication link.

42. (New) The method of Claim 38, further comprising
employing a provided telephone number to initiate a telephone
communication link with the particular user; and
providing audio guidance to the particular user for submitting at least a
portion of the audio for the additional content.

43. (New) The method of Claim 38, wherein the audio content includes at least one of
voice, music, or sound.

44. (New) The method of Claim 38, further comprising providing information to the
particular user associated with the personal advertisement, wherein the information is directed to at
least one of creating, editing, and playing the additional content.

45. (New) The method of Claim 38, further comprising displaying information for
playing the additional content to the at least one other user.

46. (New) The method of Claim 38, further comprising embedding a player for the
additional content in the personal advertisement, wherein the player is displayed to enable the
playing back of the additional content.

47. (New) The method of Claim 38, further comprising employing the interface to
record the additional content, wherein the interface provides at least one control for recording the
additional content and at least one control for submitting the additional content for approval.

48. (New) The method of Claim 38, wherein at least a portion of the additional content
is recorded separate from the interface that provides access to the personal advertisement.

49. (New) The method of Claim 38, wherein at least a portion of the additional content includes selectable content that is prerecorded.

50. (New) The method of Claim 38, further comprising providing a notification to the particular user that the submission of additional content is approved for access by the at least one other user.

51. (New) The method of Claim 38, wherein at least a portion of the actions of the claimed method are implemented by at least one of a client, server, host, or peer application.

52. (New) An apparatus for adding content to a personal advertisement over a network, comprising:

a memory for storing information;

a processor for employing the information to enable actions, including:

providing an interface that enables access to the personal advertisement, wherein at least a portion of content for the personal advertisement is associated with a particular user;

employing the interface to submit additional content for association with the personal advertisement to a service provider for approval, wherein the additional content includes at least one of video or audio; and

enabling at least one other user to access at least the additional content approved for association with the personal advertisement.

53. (New) The apparatus of Claim 52, wherein the interface is enabled by a browser application, and wherein the at least one other user employs the browser application to access the additional information approved for association with the personal advertisement.

54. (New) The apparatus of Claim 52, wherein the apparatus is a mobile device.

55. (New) The apparatus of Claim 52, further comprising enabling submission of at least a portion of the video for the additional content by a camera coupled to the apparatus.

56. (New) The apparatus of Claim 52, further comprising enabling submission of at least a portion of the audio for the additional content by a microphone coupled to the apparatus or over a telephone communication link.

57. (New) The apparatus of Claim 52, wherein the interface is provided at a website associated with the service provider.

58. (New) A processor readable medium that includes information for adding content to a personal advertisement over a network, comprising:

a module for providing an interface that enables access to the personal advertisement, wherein at least a portion of content for the personal advertisement is associated with a particular user;

a module for employing the interface to submit additional content for association with the personal advertisement to a service provider for approval, wherein the additional content includes at least one of video or audio; and

a module for enabling at least one other user to access at least the additional content approved for association with the personal advertisement.